

Request for Proposal – Town of Knightdale

Community Wayfinding Signage Design
Number 411-11



Issue Date: May 7, 2015

Submittal Deadline:
May 18, 2015 at 4pm

Issuing Agency: Town of Knightdale
Project Manager: Brian Bowman, Communications Director
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950 Steeple Square Court
Knightdale, NC 27545

The Town of Knightdale seeks a firm with graphic design experience to create a family of designs for wayfinding signs. The signs will be used to direct vehicles and pedestrians to the community's landmarks and municipal amenities.

The Town has a new professional logo, tagline, and color scheme after a recent branding campaign. The wayfinding sign designs will include all of these elements to remain consistent with the community's branding efforts.

Once the winning bidder is notified, the designs and all deliverables should be completed by June 1, 2015.

Knightdale is a youthful, vibrant community in the Raleigh-Durham (NC) metro area, one of the fastest-growing areas in the nation. Our community, elected officials, and staff appreciate public spaces, including our new Knightdale Station Park. The park includes a playground, walking/running trails, athletic fields, open-air shelters, and a dog park. The Town has also recently opened the Mingo Creek Trail, a beautiful greenway that connects to Raleigh's extensive Neuse River Trail.

Submittal Requirements

The proposal (no more than eight pages total) must include the following:

Section 1: A one-page cover letter explaining in clear language why your organization is the best fit for this project. The letter should identify a contact person and contact information including phone number and email.

Section 2: Demonstration of ability to create attractive designs for wayfinding signs. The winning bid will include photos or other finished images of similar designs created for previous clients.

Section 3: A lump sum total of the charges the agency would propose to complete the project, due upon approval by the Town of Knightdale. Terms and conditions for vendors working with the Town can be found at KnightdaleNC.gov.

Section 4: Contact information for three clients for whom you have provided graphic design work in the last three years. If sub-contractors are required to complete the fabrication process, please provide the name of each firm, the office location, contact name with email and telephone number, and the services to be provided.

Criteria

Town staff will rate proposals using a 100-point scale for several categories, including:

- Quality of previous work
- Agency experience
- Consistency with the Knightdale brand
- Overall value
- Adherence to our timeline.

Special consideration will be given to agencies with positive experiences creating wayfinding signs in other communities.

Deliverables

Deliverables will include five design templates and must be delivered in Adobe Illustrator or InDesign format, accompanied by a written statement regarding rationale for design choices, materials, method of fabrication and how systems can be modified over time.

Designs will include:

- One trailblazing design that is 72-inches wide with room for three lines of text. These direct vehicle traffic on highways that generally have a speed limit of 45mph or greater.
- Two proximity designs that are 48-inches wide. One will include three lines of text, the other four lines of text. These signs will direct traffic along routes that generally have a speed limit of 35 mph.
- Two destination designs that are 48-inches wide. One will include three lines of text, the other four lines of text. These signs will be used by vehicular and pedestrian traffic.

The designs should adhere to the Town's color palette:

- Blue-C PMS 2935 C
- Turquoise-C PMS 3252 C
- Orange-C PMS 021 C (can be no more than 35% of sign area)
- Green-C PMS 375 C
- Black-C PMS Black U

While the designs should demonstrate creativity, they must include white text in "Highway Gothic" font and include capital letters that are six inches tall. The signs will use arrows to direct traffic toward destinations.

Once fabricated by another vendor, these signs will be mounted on 12-foot decorative black poles and will help drivers and pedestrians quickly determine which direction to take.

Because the signs will be mounted on NCDOT highways, the designer must maintain contact with NCDOT during the design process to ensure that the design meets North Carolina guidelines. The project will not be considered complete until the NCDOT contact has approved all designs.

The Town reserves the right to reject any or all responses to the RFP, to advertise for or solicit new RFP responses, or to accept any RFP response deemed to be in the best interest of the Town. Once selected, the winning agency will be required to complete a Knightdale vendor packet, submit a W-9, and meet insurance requirements.

Equal Employment Opportunity

The Town of Knightdale does not discriminate in any of its programs and activities. The Company awarded contract for work will be required to assure that no person shall be denied employment or fair treatment, or in any way discriminated against, on the basis of race, sex, religion, age, national origin, or disability. In addition to these requirements, since federal funds, may be used to finance this project, the selected Company shall comply with all civil rights requirements applicable to sign construction projects.

The Town of Knightdale encourages minority or women-owned businesses (M/WBE) to participate in all bids. More information on historically underutilized businesses (HUB) is available at the NC Department of Administration's [website](#).